

DOT/EPA

It All Adds Up To Cleaner Air Initiative **Seasonal Theme Program Materials: Fall**

EVENT/ACTIVITY SUGGESTIONS

Free or low-cost activities for community partners to consider implementing as part of their participation in the *It All Adds Up To Cleaner Air* fall program.

It All Adds Up To Cleaner Air **Fall Event/Activity Suggestions**

Material Distribution

- Distribute the “Three Simple Steps for Fall” flyer at local gyms and recreation centers, because people who exercise regularly might be more receptive to the bicycling and walking messages.
- Distribute the “Three Simple Steps for Fall” flyer at grocery stores.
- Distribute the “Three Simple Steps for Fall” flyer at local schools via organizations such as community Boy and Girl Scout troops and the PTA.

Partnerships and Contests

- Partner with radio stations to get local DJs to ask listeners about their use of alternate modes. The DJs even could have a contest for callers with the best story. (See “DJ Dialogue” suggestions)
- Partner with radio stations to hold a contest highlighting the fall messages. Contest ideas include: using a radio station’s on-air personalities to drive in carpool/HOV lanes and to report the license plates of five cars in those lanes (the owners of which would be asked to call the station to win a prize); using a radio station’s on-air personalities to take a different form of mass transit (metro, bus, other forms of transit) each day and hand out prizes to riders.
- Partner with beauty salons or spas to provide discounted foot massages for people who walk to work.
- Partner with coffee shops to give discounts to patrons who show a mass transit stub or ticket for a specific time period, such as the American Public Transportation Association’s Communities in Motion Day (October 16).
- Ask the Mayor to take a trip via mass transit or carpool and to publicize the benefits.
- Organize a contest at a local school to reward the grade that walks the most miles for a specific time period, and set a goal. Children could use pedometers to track their steps.

Additional Material/Link Ideas

- Provide links to your carpool, ride sharing, “slug line,” transit and bicycling (e.g., route maps, mentor programs) Web sites. Getting the “how” out there is just as important as the “why.”
- Partner with your DMV to link to each other’s Web sites.
- Create a brochure that provides bike safety and maintenance tips, as well as the fall messages, for distribution at local bike shops.
- Conduct activities in conjunction with the American Public Transportation Association’s Communities in Motion Day (October 16); the American Lung Association’s Healthy Lung Month (October); and the Partnership for a Walkable America’s Walk to School Day (October 8).